



The Detroit Head Start Learning Network has launched an enrollment campaign to make sure parents and caregivers know the value of Head Start and to increase enrollment at all the city's more than 60 Head Start centers.

This guide provides assets and suggestions for how your office can get the word out to your constituents.

Key points about Head Start

- ★ Head Start is **early education** for low-income families
- ★ Head Start serves **pregnant mothers, children ages 6 weeks to 5 years old, and their families**
- ★ 3,000 families **trust** Head Start
- ★ Each family gets **\$7,000** worth of services **at no cost to them**
- ★ There is a Head Start **in neighborhoods** across the city with **seats open now**
- ★ Visit DetroitHeadStart.com to locate a center, schedule a visit and/or start the enrollment process

October is Head Start month, and of particular importance this year as Head Start (federal) celebrates its 50th anniversary. There is a national 50th Anniversary Head Start Block Party on October 14, 2015. Local celebrations are coming together and will be shared on DetroitHeadStart.com and on the [Detroit Head Start Facebook page](#).

Ways to share information about Detroit Head Start

- ★ **Promote DetroitHeadStart.com.** The website offers parents and caregivers a central resource to find a center in their neighborhood, hear from Head Start parents and teachers, schedule a visit and/or start the enrollment process.
- ★ **Use Facebook and other social media to raise awareness about the campaign.** Please “like” [Detroit Head Start](#) on Facebook, personally and from official pages and make sure to tag [Detroit Head Start](#) when you share stories. Use #DetroitHeadStart and #HeadStartWorks in social media posts.
- ★ **Include Detroit Head Start in your constituent communications.** The Detroit Head Start brand, website and messages were created with the help of local Detroit parents of young children. You can download Head Start logo files [here](#).
- ★ **Request info cards for your office, constituent service center or upcoming community events.** There are two versions, English and Spanish. For cards, please contact Nicole at nicole@earlyworksllc.com.



Suggested Facebook posts

DetroitHeadStart.com is a new resource to help find a Detroit Head Start (tag our Facebook page) location in your neighborhood. Enrollment is open – and spots are available – for qualifying pregnant moms and families of children under age 5. Find out more today.

It's not too late to find a Detroit Head Start (tag our Facebook page) center for your child! There are seats open at a center in your neighborhood. No cost to you! Visit www.DetroitHeadStart.com.

October is Head Start month. Visit www.detroitheadstart.com/meet-us/ to find out why Detroit Head Start (tag our Facebook page) parents are celebrating. Head Start helps children and families get ahead.

Detroit Head Start (tag our Facebook page) teachers are passionate about working with young children and their families to make sure every child is ready for school. Most Head Start agencies require a bachelor's degree and many educators have master's degrees. Visit www.DetroitHeadStart.com to find a center near you. It's not too late to enroll!

Detroit Head Start (tag our Facebook page) centers meet high government quality standards. Detroit's 60+ locations are safe, clean, and fun places for children to grow. See what's in your neighborhood at www.detroitheadstart.com/visit

Or, share a post directly from [Detroit Head Start Facebook](#) page. During the month of October, we will post special content and event notices.



Suggested (e)newsletter copy

More than 3,000 Detroit families trust Early Head Start and Head Start to provide quality early childhood education to their young learners. With increased funding, there are still spots available at the more than 60 centers across the city. Do you or someone you know need Head Start?

Visit DetroitHeadStart.com to find a center in your neighborhood, hear from Head Start parents and teachers, schedule a visit and/or start the enrollment process.

Head Start helps low-income children and families get ahead. The program offers valuable life-long learning benefits to children under age 5 and provides resources for the whole family – prenatal, health care, job training, employment services and financial stability.

Head Start works. Help spread the word. Enroll now.



Thank you!

We appreciate your support of the Detroit Head Start Learning Network enrollment campaign.

We look forward to working together to spread word about Detroit Head Start and make sure that every seat is filled! Please do not hesitate to contact us if you have any question.

Contact

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